

Note for Weinstein, Barbara

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**From:** Joyce, Ed  
**Date:** Fri, Jan 5, 1996 2:22 PM  
**Subject:** 96YTD Brand Promo + Future copy  
**To:** Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Moose, Jim; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Resman, Tess; Rubin, David; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara  
**File(s):** 96YTD Brand Promo + Future copy

Total promotional volume for the week ending 1/5/96 was 83 million units, versus an expected amount of 73 million units.

- Total Marlboro was 45 million units, versus an expected amount of 49 million;
- Total Cambridge was 13 million, versus an expected amount of 14 million;
- Total Merit, both actual and expected, was 10 million;
- Total Basic shipped 15 million of promotional volume, even though there was no volume expected.

Next week's total promotional volume expected is 246 million units.

- Expected Marlboro is 199 million;
- Expected Cambridge is 24 million;
- Expected Merit is 23 million

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